

# MINUTES

PLANNING BOARD/ECONOMIC DEVELOPMENT COMMISSION  
SPECIAL MEETING/JOINT STUDY SESSION  
THURSDAY, MAY 18, 2006  
7:30 PM  
CITY HALL WEST, 950 WEST MALL SQUARE, ROOM 201

Meeting commenced at 7:40 p.m.

Planning Board Members in attendance:

- Marilyn Ezzy Ashcraft
- Anne Cook
- Gina Mariani
- Margaret McNamara
- Rebecca Kohlstrand Parsons

Economic Development Commission Members in attendance:

- Jessica Lindsey
- Michael Schmitz
- Sherri Stieg
- Gail Wetzork
- Lorre Zuppan

City Staff in attendance:

- Cynthia Eliason
- Bruce Knopf
- Eric Fonstein
- Rosemary Valeska

Wilbur Smith Associates representative:

- Lisa Young

Mr. Fonstein stated that the City was contracting with Wilbur Smith Associates to prepare a parking study of the business districts. This is a result of concerns expressed by business association representatives that the City's current parking policies and fees are too rigid for businesses in the Park and Webster Street business districts.

Ms. Young distributed copies of Wilbur Smith Associates Statement of Qualifications. She stated that they would be working towards developing parking management and implementation plans. The first step will be to track parking space usage during peak periods (7:00 a.m. – 9:00 p.m. on weekdays and 11:00 a.m. – 9:00 p.m. on weekends.) Data collection will begin in August after Alameda High School is back in session. Wilbur Smith will evaluate the existing

demand and use their parking model to project latent demand. They will look at parking code requirements and pricing. They will look at how new parking technologies can be incorporated.

There will be public outreach to the business associations, City boards and commissions and the community at large. They are looking for direction for their scope of work. Ms. Eliason stated that the parking study would be formally presented to the Planning Board, EDC and Transportation Commission for recommendations to the City Council.

Discussion Highlights:

- Data collection will reflect parking supply with and without the proposed Civic Center Parking Garage.
- There are pros and cons to in-lieu parking fees. The study should compare our in-lieu fees to those of similar local communities.
- The consultant will be looking for flexibility in the codes; it is hard to work with infill projects in existing mixed-use areas.
- The parking study area will be Park and Webster Streets as well as the blocks on either side of those streets that have restricted parking.
- Merchants should be consulted early on in the process, as they have already been accumulating their lists – a one-day survey will not capture all the anomalies.
- PSBA and WABA want overlay districts to be created and in-lieu fees to be abolished.
- The costs of in-lieu fees, Measure A restrictions, and restricting access from Webster Street have kept projects from going forward in the Webster district.
- Need to address employee long term parking.
- Need to be proactive about providing bicycle parking.
- The public workshops need to be proactive, not reactive.
- The City could develop a website for public input regarding parking issues.
- GABA/Stations are not included in this scope of work for budget reasons. It was determined that the funds would be more strategically used by just focusing on the Park and Webster Street districts at this time.
- Residential parking permits could be considered depending upon the demand.
- Need to look at the utilization of loading and unloading zones. The consultant will need to distinguish “premium parking” areas.

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- The ultimate goal of this parking study is identify ways to achieve vibrant business districts. We want to maximize the business districts by affecting public behavior through parking.
- Public speaker recommendation that the consultant review the 2002 Park Street Streetscape and Town Center Project Summary Report. There should be an evaluation of all existing studies, particularly parking structure feasibility studies.
- The study should include on-street disabled parking provisions/utilization.

The next step will be for the Development Services, Public Works and Planning and Building Departments to work with Wilbur Smith Associates to incorporate these comments – depending upon budget – into a finalized Scope of Work.

Meeting adjourned at 9:20 p.m.

Respectfully submitted,

Eric Fonstein  
Development Coordinator

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